

ORDER



Fox 30 JAX

Orders
Order / Rev: 47514
Alt Order #: 09784003
Product Desc: RNC-ROMNEY
Estimate: 17
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/06/12 / 08/07/12
Order Type: GENERAL

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: American Rambler Pro
Buying Contact:
Billing Contact:
 138 Conant St.
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Romney/R/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-1
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:00:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	31	\$11,040.00	\$9,384.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	31	\$11,040.00	\$9,384.00	0.00
Totals	31	\$11,040.00	\$9,384.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
Fox 30 JAX	4%	\$11,040.00
Market	100%	\$276,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	23%	\$63,480.00
WJXX	8%	\$22,080.00
WTEV	25%	\$69,000.00
WTLV	40%	\$110,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	08/08/12	08/10/12	M-F 10p-1030p	CM	10:00 PM-10:30 PM	-- WTF--	:30	4	\$560.00	P-2	0.00	NM	4	\$2,240.00
				M-F 10p-1030p											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-- WTF--		4				\$560.00		0.00			
E 2	WAWS	08/13/12	08/14/12	M-F 10p-1030p	CM	10:00 PM-10:30 PM	22-----	:30	4	\$560.00	P-2	0.00	NM	4	\$2,240.00
				M-F 10p-1030p											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	22-----		4				\$560.00		0.00			

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Advertiser: Romney/R/President
 Product Desc: RNC-ROMNEY
 Estimate: 17

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WAWS	08/13/12	08/14/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM22-----	:30	4	\$560.00	P-2	0.00	NM	4	\$2,240.00
NEWS														
E 3	WAWS	08/13/12	08/14/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM22----- (10:30 PM-11:00 PM)	:30	4	\$280.00	P-3	0.00	NM	4	\$1,120.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:	08/13/12	08/19/12	22-----		4	\$280.00		0.00						
E 4	WAWS	08/08/12	08/10/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM--222--	:30	6	\$280.00	P-3	0.00	NM	6	\$1,680.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:	08/06/12	08/12/12	--222--		6	\$280.00		0.00						
E 5	WAWS	08/08/12	08/10/12	M-F 11p-1130p Two And A Half Men	CM	11:00 PM-11:30 PM--222--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
TWO AND A HALF MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:	08/06/12	08/12/12	--222--		6	\$250.00		0.00						
E 6	WAWS	08/13/12	08/14/12	M-F 11p-1130p Two And A Half Men	CM	11:00 PM-11:30 PMMT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
TWO AND A HALF MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:	08/13/12	08/19/12	MT-----		2	\$250.00		0.00						
E 7	WAWS	08/12/12	08/12/12	Su 11a-12p FOX News Sunday	CM	11:00 AM-12:00 PM-----S	:30	2	\$180.00	P-1	0.00	NM	2	\$360.00
FOX NWS SUNDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:	08/06/12	08/12/12	-----S		2	\$180.00		0.00						
E 8	WAWS	08/12/12	08/12/12	Sa-Su 10p-1030p Sa-Su 10p-1030p	CM	10:00 PM-10:30 PM-----S	:30	2	\$560.00	P-2	0.00	NM	2	\$1,120.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:	08/06/12	08/12/12	-----S		2	\$560.00		0.00						
E 9	WAWS	08/12/12	08/12/12	Sa-Su 1030p-11p Action Sports 360	CM	10:30 PM-11:00 PM-----S	:30	1	\$280.00	P-3	0.00	NM	1	\$280.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:	08/06/12	08/12/12	-----S		1	\$280.00		0.00						
												Totals	31	\$11,040.00